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THE ROLE OF GENERATION Y AS AN AGENT OF CHANGE WITHIN GLOBALIZATION

This article seeks to promote the value of Generation Y as an agent of change focused on the phenomenon of globalization. Despite being a generation with stereotypes as self-centered, impatient, arrogant and unprepared, the reality is that Millennials have shocked the world with its initiative, approach and innovative leadership, which is unpredictable for change in a diverse and globalized world. Generation Y is not static, is characterized by networking at international levels, social, political and economic changes are part of their daily lives and seek to be partakers of these. Globalization, the opening of information and technology make them be better informed, which drives them to want to make changes at all levels of society, they have the tools and empowerment to do it.

K e y w o r d s : globalization, Y Generation, change agent, Millennials, stereotypes.

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РОЛЬ ПОКОЛЕНИЯ Y КАК АГЕНТА ИЗМЕНЕНИЯ В ГЛОБАЛИЗАЦИИ

Статья направлена на продвижение ценности поколения Y как агента изменения в фокусе феномена глобализации. Вопреки бытованию этого поколения согласно стереотипам эгоцентризма, нетерпеливости,

неотесанности и неподготовленности в реальности «миллениалы» потрясли мир своей инициативностью, самим подходом к инновационному лидерству, который непредсказуем в плане изменения в разнообразном и глобальном мире. Поколение Y не статично, для него характерны сетевая работа на международном уровне, поиск участия в социальных, политических и экономических изменениях как часть повседневной жизни. Глобализация, информационные и технологические открытия делают их более осведомленными, побуждают к желанию изменений на всех уровнях общества и дают средства к их осуществлению.

К л ю ч е в ы е с л о в а: глобализация, поколение Y, агент изменения, «миллениалы», стереотипы.

It has become a classical subject for modern social investigators to concentrate on functional and dysfunctional interpreting of actual phenomena. Anyway, they usually reach a balance of pluses and minuses in their descriptions. However, from our point of view, key forthcoming social realities are missing such a balance, getting mostly dysfunctional descriptions and problematic evaluations. Moreover, the dysfunctional perceptions easily reproduce social stereotypes, and in case of Millennials, or Generation Y it is drastically obvious. So, we must offer at least brief but mostly essential functional evaluation of this youth Generation; we should underline this generation functional perspectives.

Generation Y or also known as Millennials has been the subject of analysis of various authors and specialists who have studied their characteristics, individual and social behavior and the generational turbulence which they continually face. Nowadays, Millennials play an important and critical role within globalization; their lifestyle, motivations and ambitions are focused on change in every way and they are at the peak time to achieve it. Generation Y is defined like the generation that consists of people born between 1980 and 1999, possessing unique characteristics and ambitions and sometimes poorly understood by the other cohorts. They grew up surrounded by technology, perceiving education as a commodity to consume. They prefer practice to theory and focus on the short-term future [1].

By 2016 Generation Y is already the largest one, having 1.7 billion millennials worldwide [2]. Some authors, like L. C. Lancaster and D. Stillman, have published several articles about negative attributes an unpleasant stereotype of the millennial worker, some features included

seeming lazy, defensiveness, lack of initiative, un-willingness to commit fully to work, disrespect of authority, lack of focus, distractedness, lack of preparation for the workplace, neediness, indifference, lack of etiquette, arrogance, abrasiveness, impatience, self-absorption, and entitlement [3]. However, authors like R. Teixeira say that Millennials are optimistic, future-oriented, embrace innovation and have a strong sense of generational identity [4]. On the other hand, Cambridge University defines change agent as «a person or thing that encourages people to change their behavior or opinions». A change agent is a visionary leader who has a great ability to understand their environment and impact in it, has the courage to take risks and to open to new ideas, is dissatisfied with the current reality.

Generation Y was born and raised in a time of great changes that allowed them to open their minds and change the way we perceive life; aspects such as technology, opening information, social networks and social movements have made this generation participatory generation. It is increasingly common to see young Millennials in key positions; are no longer the forty or fifty years who create businesses, or those representing political parties or direct social causes that transcend borders, Generation Y is on top of change and it is they who are achieving.

It is interesting to mention the existence of associations seeking youth to develop their skills and leadership competencies as change agents. We can mention the real example of global partnership AIESEC. «AIESEC is a global platform for young people to explore and develop their leadership potential. Its members are interested in world issues, leadership and management» [5]. AIESEC was founded in 1948 and they are present in 126 countries and have engaged and developed over 1,000,000 young people like change agents. «They are passionate about world issues, leadership development, cultural understanding and experiential learning» [5]. AIESEC propels youth to be real agents of change in society, based in a positive and innovative leadership to influence issues of globalization and social improvement.

Generation Y has high expectations and a boundless passion, which makes getting around desires rather than rationalizations; they are a dreamy generation, many Millennials seek to transform the world not only from their workplace, but from their entrepreneurs' transformation

projects. If we should summarize this generation in one word it would be «change», from social rules and projections, social and technological movements and of course we cannot leave behind internationalization, that is because why it is the perfect generation to be agents of global change. In the coming years, Millennials will take more leadership positions, which will bring them closer to transform the world and meet their needs. They will be the example of the new generation (Generation Z) and its predecessors (Baby Boomers and Generation X) will have the power to decide and manage the organizational and social culture in which they surround.

As we have been told it is a generation of changing, either now or in 20 years that will seek to settle in places where share values and ideals and if there are new and better opportunities, it will not hesitate to move for better stability and focus. They are increasingly prepared due to reforming education in which they are immersed, the technology will start to exorbitant levels as genetically modify their infants to the first true artificial intelligence. Millennials will be the first people to set foot on Mars on our first mission to the red planet, likely during the mid 2030-s [2].

Generation Y is the best wave of personalities in the history of human race which is bound to demonstrate higher functionality in bringing about and adapting to technological, social, and civilizational change as such. And the principle consequence of this forthcoming situation will be new demands to human resources management instruments, firstly, their linkage to social technologies promoting optimal applications of personalities qualities, including their motivation for participation in project teams and mostly in innovative context.

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